

Sierra Cascade Region

Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba Counties



REGIONAL LEAD AGENCIES

California Project LEAN

Karen Ratcliff
Shasta County Public Health Department
2660 Breslauer Way
Redding, CA 96001

Phone: (530) 245-6843
Fax: (530) 225-5433
Email: kratcliff@co.shasta.ca.us

5 a Day-Power Play! Campaign

Felicia Ponce
UC Cooperative Extension, Butte County
2279 Del Oro Avenue Suite B
Oroville, CA 95965

Phone: (530) 538-7067
Fax: (530) 538-7140
Email: Fponce@ucdavis.edu

CALIFORNIA STATE UNIVERSITY, CHICO, RURAL NORTHERN CA NUTRITION NETWORK

LIA—College/University Channel

Dr. Cindy Wolff	Local Share:	\$354,116
Nutrition and Food Sciences	State Share:	\$177,025
Tehama Hall Room 125	Year First Funded:	FFY 2001
California State University Chico		
Chico, CA 95929-0002		
Phone: (530) 898-6164		
Fax: (530) 898-5586		
Email: cwolff@csuchico.edu		

Target Audience

- Ages: PreKindergarten; Grades 1-12
- Ethnicities: Asian (10%); Latino (30%); Caucasian (60%)
- Language: Spanish, English

Settings

Clinic; School

Partners

5 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension

Description

OPT (Overweight Prevention and Treatment) for Fit Kids is a program administered through the Chico State Research Foundation. It incorporates a targeted awareness campaign, the development of an early childhood nutrition curriculum, the use of SPARK Early Preschool physical activity curriculum and preschool teacher training, and family-based treatment for pediatric overweight.

Nutrition education classes/workshops for parents/preschool teachers are delivered by a Registered Dietitian and increase the quality of early care and education by supporting healthy family lifestyle behaviors.

An OPT coalition of community, health care, and educational organizations serving low-income Butte County children serves as an integrated and multidisciplinary system of referral, builds community partnerships, and enhances the program goals of all members.

The Butte County media campaign is designed to increase awareness of the childhood overweight epidemic and strategies for prevention and includes billboards, radio, television interviews, and the Internet.

CHICO UNIFIED SCHOOL DISTRICT*LIA—School/District Channel***Priscilla Burns**

1163 E 7th Street

Chico, CA 95928

Phone: (530) 879-5100 x156

Fax: (530) 879-5263

Email: kpzcav@yahoo.com

Local Share:**\$176,246****State Share:****\$87,806****Year First Funded:****FFY 2002****Target Audience**

- Ages: Grades 1-12
- Ethnicities: Asian (7%); African American (8%); Latino (20%); Native American (3%); Pacific Islander (1%); Caucasian (61%); Other (1%)
- Language: Spanish, Hmong, English

Settings

Community Center; School

Partners

10 partners from: Schools; School Food Service; Local Health Department; Project LEAN; College/University; University of California Cooperative Extension; Local Department of Social Services

Description

Chico Unified School District aims to increase the number of students and their families that eat at least 5 servings of fruits and vegetables a day and who are physically active each day. Chico Unified School District will present nutrition education and physical activity promotion materials at parent information nights at three school sites. In addition, Chico Unified School District will publish and distribute a quarterly nutrition newsletter.

Chico Unified will also promote healthy eating including fruits and vegetables by implementing a classroom based peer education program at two elementary schools. The Peer Chef program will utilize high school students that are part of the culinary art and nutrition science program to teach healthy food preparation and nutrition to elementary school students.

This agency will also conduct an environmental scan of the school nutrition environment using "Changing the Scene." The results of the environmental scan will be used to develop a promotional campaign promoting the consumption of fruits and vegetables. Posters reflecting positive nutrition and physical activity messages will be displayed in the classrooms and cafeteria of participating school sites.

Chico Unified School District will also identify nutrition education curricula that align with the Nutrition Competencies for California's Children, from the California Department of Education. Once curricula are selected, Chico Unified School Districts at participating school sites will implement nutrition education lessons in their classrooms. Attention will be given to integrating nutrition into other core subject areas. This agency will also maintain an advisory board to investigate school food policies that would promote healthy eating and provide a healthy nutrition environment at District schools.

SHASTA COUNTY OFFICE OF EDUCATION—NUTRITION SERVICES*LIA—County Office of Education Channel*

Tammy Douse	Local Share:	\$445,213
1409 Market Street	State Share:	\$222,607
Redding, CA 96001-1599	Year First Funded:	FFY 2002
Phone: (530) 225-2992		
Fax: (530) 225-0299		
Email: tdouse@coe.shastalink.k12.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-12; Adults
- Ethnicities: Asian (3.7%); African American (1.6%); Latino (6.4%); Native American (6.2%); Pacific Islander (0.5%); Caucasian (81%); Other (0.6%)
- Language: English

Settings

School; Farmers' Market; Child Care centers and homes

Partners

15 partners from: Schools; School Food Service; Local Health Department; University of California Cooperative Extension; Local Department of Social Services

Description

The Shasta County Office of Education (SCOE)—Nutrition Services, Nutrition and Physical Activity (NAPA) Group's Local Incentive Award target audience is children, teachers and auxiliary staff in children's centers, state preschools and school-age classrooms; Family Child Care Providers and children in their care at over 150 homes in Shasta and Tehama counties; parents of children in all of the child care settings; court and community school middle and high school age students and classroom staff; as well as community members at public events.

The NAPA Group is developing 30- to 60-minute nutrition and physical education curriculum modules for all of the various age groups of children and the adults. The modules are presented in the actual childcare settings and classrooms. The nutrition curriculum incorporates a variety of fruit and vegetable taste testing and easy to follow recipes that utilize a variety of fruits and vegetables. Each module includes a new physical activity idea. Hands on activities involving children and adults helps reinforce the need for good nutrition and daily physical activity. Adult education nutrition and physical activity workshops are used as a vehicle to provide more in-depth training on incorporating more fruits and vegetables and the need for physical activity. Workshop participants include parents, providers, teachers and other classroom staff. Nutrition and Physical Activity booths are set up at various community events such as Market Fest, Farmers' Market and Winter Fest to promote the 5 a Day fruits and vegetable message plus the need for daily physical activity for everyone.

SHASTA COUNTY PUBLIC HEALTH DEPARTMENT*California Project LEAN Regional Lead Agency*

Karen Ratcliff, MA, RD	Local Share:	\$257,877
Project LEAN Coordinator	State Share:	\$128,938
2660 Breslauer Way	Grant Amount:	\$103,540
Redding, CA 96001	Year First Funded:	FFY 1998
Phone: (530) 245-6843		
Fax: (530) 225-5433		
Email: kratcliff@co.shasta.ca.us		

Target Audience

- Ages: PreKindergarten; Grades 1-3; Young Adults; Adults
- Ethnicities: Asian (4%); African American (4%); Latino (9%); Native American (2%); Caucasian (82%); Other (1%)
- Language: English

Settings

Community Center; School; City Buses

Partners

15 partners from: Schools; School Food Service; Local Health Department; Parks and Recreation; Project LEAN; College/University; University of California Cooperative Extension; Retailers, Smuckers

Description

Regional staff provides expertise for media inquiries and activities occurring in the region and coordinate activities in the region for State-sponsored media campaigns, including National 5 A Day Week.

The agency works with California State University, Chico faculty to implement and evaluate their Community-Based Social Marketing Project. The goal of the project is to increase fruit consumption by one serving per day in Extended Opportunity Program and Services (EOPS) low-income female students at a local community college. The message is being distributed in newsletters, a web page, health fairs, and brochures, table tents, and posters on campus. They are also working with college food services to create an environment to support this behavior.

Collaborating with the Shasta Coalition for Activity and Nutrition (CAN), they will assess current food/nutrition/physical activity programs or policies in 10 to 20 Shasta County elementary schools and distribute results to key stakeholders. Based on the results of these assessments, they will work with schools to develop and implement policies to address the findings. They will also provide technical support and training for physical activity promotion in one pilot elementary school. For preschool-aged children they will develop and distribute a physical activity curriculum resource guide. In addition, they will also be promoting gardening via presentations, articles and education brochures in Shasta County as an inexpensive way to increase fruit and vegetable consumption.

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION, BUTTE COUNTY*5 a Day–Power Play! Campaign***Felicia Ponce**

UC Cooperative Extension, Butte County
 2279 Del Oro Avenue, Suite B
 Oroville, CA 95965

Phone: (530) 538-7067

Fax: (530) 538-7140

Email: fponce@ucdavis.edu

Grant Amount:

\$100,000

Year First Funded:

FFY 2001

Target Audience

- Ages: Grades 4, 5
- Language: Spanish, English

Settings

School; Grocery Store; Farmers' Market; Restaurant; Community youth organizations; Community events; Media

Partners

Schools; School Food Service; Local Health Department; Parks and Recreation; University of California Cooperative Extension; Community youth organizations; Supermarkets; Farmers' markets; Restaurants; Media

Description

The University of California Cooperative Extension, Butte County acts as the Sierra Cascade Region lead agency for the *California Children's 5 a Day–Power Play! Campaign*. During 2003, the region will reach 9- to 11-year-old children with the 5 a Day and physical activity messages through activities conducted with schools, community youth organizations, farmers' markets, supermarkets, food services/restaurants and the media. The lead agency will recruit participation from a variety of community organizations; provide training and technical assistance; lead policy, environmental and/or systems changes within the region; conduct media and public relations outreach; enhance connections among participating organizations; and facilitate a community coalition. Through these activities, the lead agency will ensure that the *Campaign* achieves at least 18,000 impressions with the region's 9,200 low-income 9- to 11-year-old children. The Sierra Cascade Region includes Butte, Colusa, Glenn, Lassen, Modoc, Nevada, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity, and Yuba counties.